

WHAT IS CLAIMED IS:

- 5 1. A display device comprising:
a liquid crystal display having a liquid crystal material;
a driver for driving said liquid crystal display; and
a controller for controlling said driver to drive at least a part of
said liquid crystal display by selectively using one of a first drive method
and a second drive method which are different from each other in
operational principle of said liquid crystal material.
- 10 2. The display device according to claim 1, wherein the said liquid
crystal display is capable of keeping an image having been formed
thereon without consuming electric power.
- 15 3. The display device according to claim 2, wherein said liquid
crystal material comprises a cholesteric liquid crystal material.
4. The display device according to claim 3, wherein said cholesteric
liquid crystal material comprises a chiral nematic liquid crystal material.
- 20 5. The display device according to claim 1, wherein a first time
period required to renew an image on said liquid crystal display by using
said first drive method is longer than a second time period required to
renew an image on said liquid crystal display by using said second drive
25 method.

6. The display device according to claim 1, wherein a first electric power consumption required to keep an image on said liquid crystal display by using said first drive method is greater than a second electric power consumption required to keep an image on said liquid crystal display by using said second drive method.

7. The display device according to claim 6, wherein the image formed on said liquid crystal display by using said second drive method is capable of remaining without consumption of electric power.

8. A display device comprising:
a liquid crystal display having a liquid crystal material;
a driver for driving said liquid crystal display; and
a controller for controlling said driver to drive at least a part of said liquid crystal display by selectively using one of a first drive method and a second drive method,

wherein:
incomplete formation of an image on said liquid crystal display is possible by using said first drive method; and
complete formation of an image on said liquid crystal display is possible by using said second drive method.

9. The display device according to claim 8, wherein a first contrast of an image displayed on said liquid crystal display by using said first drive method is lower than a second contrast of an image displayed on said liquid crystal display by using said second drive method.

10. A display device comprising:
a liquid crystal display which is capable of keeping an image
having been formed thereon without consuming electric power;
a driver for driving said liquid crystal display; and
5 a controller for controlling said driver to drive said liquid crystal
display a plurality of times to form at least one image.
11. The display device according to claim 10, wherein said controller
is capable of changing the number of driving times for forming at least
10 one image.
12. The display device according to claim 10, wherein said liquid
crystal display comprises a cholesteric liquid crystal material.
13. The display device according to claim 12, wherein said cholesteric
15 liquid crystal material comprises a chiral nematic liquid crystal material.
14. The display device according to claim 10, wherein said liquid
crystal display comprises a plurality of scan electrodes and a plurality of
20 data electrodes.
15. The display device according to claim 14, wherein said controller
is capable of controlling said driver so as to execute the steps of:
(a) addressing a plurality of said scan electrodes and a plurality of
25 said data electrodes to reset an area of said liquid crystal display defined
by the plurality of scan electrodes and the plurality of data electrodes;

- (b) addressing a plurality of scan electrodes sequentially;
- (c) addressing selected ones of said data electrodes synchronizing with the sequential addressing of the scan electrodes in the step (b); and
- (d) repeating the steps (b) and (c) a plurality of times without
- 5 interposing the step (a).

16. A method for driving a liquid crystal display having a plurality of scan electrodes and a plurality of data electrodes, said method comprising the steps of:

- 10 (a) addressing a plurality of said scan electrodes and a plurality of said data electrodes to reset an area of said liquid crystal display defined by the plurality of scan electrodes and the plurality of data electrodes;
- (b) addressing a plurality of scan electrodes sequentially;
- (c) addressing selected ones of said data electrodes synchronizing
- 15 with the sequential addressing of the scan electrodes in the step (b); and
- (d) repeating the steps (b) and (c) a plurality of times without interposing the step (a).

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